

**Valley Public Radio / White Ash Broadcasting, Inc  
2020/2021 Diversity Report**

**For the period October 1, 2020 – September 30, 2021**

**September 23, 2021**

The Public Telecommunications Act of 1988 requires the Corporation for Public Broadcasting (“CPB”) to report annually on the provision of services to minority and diverse audiences by public broadcasting agencies. As a Community Service Grant recipient from the CPB, Valley Public Radio produces an annual report outlining its actions in this area, and affirming the station’s Diversity Policy, which is posted on the station’s website, and our Equal Employment Opportunity policy, which is posted on the station’s website. Our goal of increasing the diversity of our workforce and our audience is guided by our Diversity Vision:

**Our Diversity Vision**

Valley Public Radio is committed to the value of diversity in the workplace and in our content. We believe that public radio plays a unique role in helping to foster cross-cultural understanding, and that people from diverse backgrounds enrich and inform our collective knowledge, experiences and actions. Valley Public Radio works to recruit from a large pool of prospective job applicants, and takes part in community outreach events across our region to help further our vision of a diversity. We maintain and build partnerships with community groups to help expand this vision and station outreach. We aim to hire and promote qualified individuals who bring with them their own unique cultural, ethnic and personal experiences. We create content and platforms reflecting the needs, issues and interests of the diverse communities that make up the San Joaquin Valley.

**Diversity of the Staff and Governance of Valley Public Radio:**

As of September 2021, 23% of the Board of Directors, 58% of the Citizens Advisory Board, 66% of full-time staff and 56 percent of all staff members identified as female. As of September 2021, 23% of the Board of Directors, 24% of the Citizens Advisory Board, and 33% of full-time staff and 29 percent of all staff identify as persons of color.

**Hiring:**

From October 1, 2020 through September 30, 2021, the station filled two full-time positions. Soreath Hok was hired as a reporter, and identifies as an Asian-American female. Alexandra Burke was hired as Content Director, and identifies as a white female.

**Content:**

Valley Public Radio has devoted significant resources to providing content and service that reflects the diversity of our community. This includes local news reporting, other local and nationally produced programming and community engagement activities.

In early 2021, the station launched a new partnership together with Radio Bilingue, The Fresno Bee, and Vida en el Valle. The new Central Valley News Collaborative is a cross-platform lab for local journalism to foster collaboration and content sharing among the partners. For the project’s first year, the member organizations produced collaborative coverage on the COVID-19 pandemic’s impact on communities of color and essential workers in Central California. This collaborative content was broadcast and/or published on the platforms of the partner organizations, in both English and Spanish. The station also

produced numerous Valley Edition segments examining the issues of systemic racism in our community, including episodes on police misconduct, Fresno's history of segregation and redlining, and California's rural African-American communities, and racism as a public health crisis.

**Future Activities:**

In the coming year, we will continue our work in identifying and attracting qualified, diverse new hires, as well as retaining those currently on staff, and work on increasing the diversity of our Board of Directors and Advisory Council. The station will also seek out partnership with groups to further advance our work in these areas. Due to COVID-19, many of these activities will be online rather than in person. These activities include:

1. Widely disseminate information concerning each full-time job vacancy.
2. Provide notice of job openings to community groups.
3. List every upper-level opening in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities.
4. Recruit diverse candidates to serve on the station's Board of Directors and Advisory Council.
5. Create internship or work study opportunities to help students of diverse backgrounds gain job skills in the public media industry.
6. Provide professional development opportunities for staff designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
7. Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.
8. Partner with local colleges and universities to expose students to career opportunities in broadcasting through classroom appearances, special events, etc.
9. Participate in other activities through community engagement with local groups to listen, learn and collaborate with diverse audiences that are traditionally underrepresented in public media.
10. Implement diversity training for all station personnel.
11. Provide training to management level personnel as to methods of ensuring equal employment opportunity, preventing discrimination and creating a more inclusive workplace.